



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.7848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: September 2, 2011

FR: Executive Director

W. I: 8515

RE: Contract Amendment – Regional Rideshare & Bicycling Program (RRBP) PB Americas, Inc.

Staff recommends that the Committee approve a contract amendment with PB Americas, Inc., MTC's Regional Ridesharing & Bicycling Program (RRBP) Contractor, to add funds to their FY 2011-12 work plan and budget, in an amount not to exceed \$150,000, to promote the availability of 511 real-time transit information. Specifically, funding will be used to generate awareness of:

1. the availability of real-time transit information for VTA, Caltrain, and Golden Gate Bus and Ferry, and,
2. new real-time transit dissemination features (described below.)

Background

In April 2011, following a competitive procurement, staff recommended and this Committee approved a five-year RRBP contract with PB Americas, Inc. including providing marketing, communications, and market research activities for all of the 511 program's features and tools. These responsibilities were previously performed under a separate marketing and market research contract. This contract amendment is to add \$150,000 to the PB Americas contract specifically for promotion of 511's real-time transit features.

The funding for this effort was included in the FY 2011-12 Regional Measure 2 (RM2) Marketing Program budget and approved in June, 2011 as part of the FY 2011-12 Bay Area Toll Authority (BATA) budget.

The 511 Real-Time Transit Program

511 currently provides real-time transit information for five agencies (SFMTA, BART, WestCAT, AC Transit, and SamTrans) on the 511 phone, web, mobile, and via text messaging. In FY 2011-12, the real-time transit program will expand to include three additional agencies:

- Santa Clara Valley Transit Authority (VTA),
- Caltrain, and
- Golden Gate Transit Bus and Ferry.

In addition, MTC staff will launch two new dissemination features:

1. a bus stop name texting tool, which allows users to text a stop name for real-time transit information, and
2. a Do-it-Yourself Display feature, which allows businesses and the general public to create customized real-time transit display pages for large monitors or for display on personal devices.

To ensure a highly cost-effective campaign, MTC staff will coordinate with transit agencies to reserve free advertising space on vehicles, bus stop shelters, and in transit stations. PB Americas will design and print the marketing materials and provide them to each partner agency to post on complementary advertising space.

Recommendation

Staff recommends that this Committee authorize the Executive Director to negotiate and enter into a contract amendment with MTC's RRBP Contractor, PB Americas, Inc., in an amount not to exceed \$150,000 for work to implement a customer communications campaign that will promote the availability of real-time transit information and 511's real-time transit dissemination features (phone, web, mobile, texting, and Do-it-Yourself Display.)



Steve Heminger

SH:ap

J:\COMMITTEE\Operations\2011 Operations Comm Packet\h_September 2011\Item 2b - PB Americas RRBP_ 511 Departure Times.doc

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 8515

Consultant: PB Americas, Inc.

Work Project Title: Regional Ridesharing & Bicycling Program (RRBP)

Purpose of Project: Ridesharing and bicycling program operations and 511 customer communications from FY 2011-12 through FY 2015-16.

Brief Scope of Work: This amendment adds funding to promote 511's real-time transit features (phone, web, texting, etc.) by:

- 1) coordinating with each transit agency to reserve free advertising space on their vehicles, bus stop shelters, and in transit stations, and
- 2) designing, printing, and distributing marketing materials to partner agencies for posting.

Project Cost Not to Exceed: \$150,000 this amendment (previous total contract amount = \$19,562,000)

Funding Source: RM-2 (BATA fund # 855)

Fiscal Impact: These funds are in the agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with PB Americas, Inc. as described above and in the Executive Director's memorandum dated September 2, 2011, and the Chief Financial Officer is authorized to set aside \$150,000 for such contract amendment.

Operations Committee:

Jake Mackenzie, Chair

Approved:

Date: September 9, 2011